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Government-Private Sector Forum



REPORT

Workshop “7 TO 14 DAYS IN CAMBODIA”

Let's craft an illustrious future for Cambodian tourism, together!





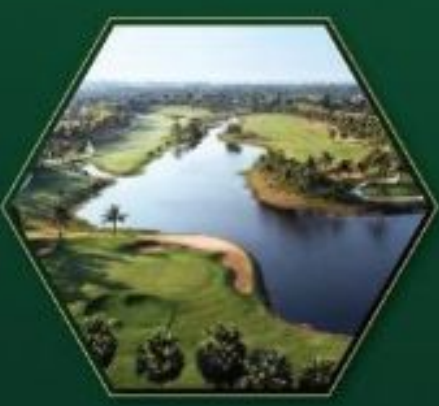

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7 to 14 DAYS CAMBODIA
Let's craft an illustrious future for Cambodian tourism, together!
22nd August 2023 - 8.30am - 5.30pm

Co-organized by:



Sponsored by:





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Draft updated by 12th September 2023

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BACKGROUND

With its rich cultural heritage, stunning landscapes, and warm hospitality, Cambodia has the potential to become a top tourist destination in Southeast Asia. Unfortunately Cambodia is just an extension destination in the region. This made Cambodia Tourism Federation (CTF) board members come up with the idea to develop the package tour product to sell Cambodia not just a 2–3 day tour visit.

1. Aim

This workshop aims to position Cambodia as a Single/Unique destination.

2. Intended Outcomes:

- Promote and market Cambodia to the world with the 7-14 Days in Cambodia Package as the tourism product.
- Effectively activate the Marketing Board, Cambodia can leverage the 7 Days in Cambodia Package as a compelling tourism product to attract global attention.

3. About 7-14 Days in Cambodia

The *7-14 Days in Cambodia* initiative aims to highlight the diverse range of activities and destinations that can be explored beyond the famous Angkor Complex. From exploring the bustling markets of Phnom Penh to relaxing on the pristine beaches of Sihanoukville, and many more of this program showcases the hidden gems of Cambodia and encourages tourists to extend their stay and fully immerse themselves in the country's vibrant culture and natural beauty.

ORGANIZER & SPONSORS:

1. Organizer

Private Sector Tourism, Working group B
Cambodia Tourism Federation (CTF)

Co-organizer

Cambodia Restaurant Association (CRA)
Cambodia Hotel Association (CHA)
Cambodia Association of Travel Agent (CATA)
Cambodia Destination Management Company (CAM-DMC)
Cambodia Chefs Society (CCS)
Cambodia Spa & Wellness Association (CSWA)
EuroCham Tourism & Hospitality committee

2. Sponsors

Thalias Group
Cambodia Airport
Sofitel Phnom Penh Phokeethra
Air Asia
All Dream Cambodia

DATE AND AGENDA:

1. Date

22nd August 2023
Time: 8.30am - 5.30pm
Venue: Sofitel Phnom Penh Phokeethra

2. AGENDA:

8:00-8:30 AM	Registration
8:30-8:35 AM	Respect our National Anthem
8:35-8:40AM	Welcome remarks by Mr. LUU Meng , Co-chair of Private Sector Tourism Working Group B
8:40-8:45AM	Remarks by Mr. Din Somethearith , President of Cambodia Tourism Federation (CTF)
8:45-9:30AM	Interest remarks by Mr. Arnaud DARC President of Cambodia Restaurant Association (CRA)
	Interest remarks by Mr. RATH Dararoth , National President of Cambodia Hotel Association (CHA)
	Interest remarks by LCT Chhay Sivlin , President of Cambodia Association of Travel Agent (CATA)
	Interest remarks by Mr. Nick Ray Representative of Cambodia Destination Management Company (CAM-DMC)
	Interest remarks by Mr. Song Teng , President of Cambodia Chefs Society (CCS)
	Interest remarks by Ms. Pathumtip Bukaree , Representative of Cambodia Spa & Wellness Association (CSWA)
9:30-9:40AM	Short presentation of the update of tourism today by Mr. Jacques Guichandut , Chairman of Eurocham Tourism & Hospitality committee
9:40-9:45AM	Short presentation of Dentist Tourism by Doctor Tith Hongyew Founder of Roomchang Dentist Clinic
9:45-9:50AM	Golf Tourism presented by Chris Geraghty General Manager of Vattanac Golf Resort
9:50-9:55AM	Explain of how to join and give your input by Mr. Luu Meng , Co-Chair of Private Sector Tourism Working Group B
9:55-10:00AM	Group Photo
10:00-10:20AM	Coffee Beak
10:20-12:15PM	Group discussion: Collecting the inputs on 18 Topic as display in your table <u>Group No. 1 to Group 18</u>
12:30-13:30PM	Lunch Break at Sofitel
13:30-15:15PM	10 minutes of the presentation of the final inputs of: 5 minutes Q & A Group 1 – 8
15:15-15:30PM	Coffee Beak
15:30-17:15PM	10 minutes of the presentation of the final inputs of: 5 minutes Q & A Group 9 – 16
17:15-17:30PM	Closing Remarks by Mr. Arnaud DARC
End program	Appreciation Certificate to our Sponsor
	End Group Photo

DISCUSSION TOPIC

1. Urban & architecture
2. Gastronomy tourism
3. Accommodation
4. Connectivity
5. Food and beverage
6. Eco-tourism (Rural; agriculture, wildlife, mountain)
7. Cultural & heritage tourism (museum)
8. Long River/ cruise tourism, waterway
9. Luxury tourism
10. Handicraft tourism (silk, artisan workshop)
11. Entertainment tourism (Casino, nightlife)
12. MICE tourism
13. Golf tourism
14. 4S Tourism (Sea, Sun, Sand, Service)
15. Investment/ business tourism
16. Sustainability tourism
17. Lifestyle event (Fashion show, art exhibition, concert, sport competition, meditation, yoga, boxing...)
18. Spa, Wellness and Health tourism

Topic	Inputs
1. Urban & architecture	Specific action required from Local authority: - To issue specific guideline for friendly and safe pedestrians, tourist will feel free to walk, to enjoy their visit, - To develop public transportation, - To design more green spaces.; - To Draft and issue Policy for the conservation of the ancient building by considering granting tax incentive to encourage the action. - To raise awareness and keep the heritage knowledge alive. Action from Private sector: - To Develop data base, information, maps to indicate the potential. tourist destination, - To build apps, social media, networking, creativity, to focus on staff to be well trained about heritage site.
2. Gastronomy tourism 5. Food and beverage	- Enhance street food, it requires RGC help n support, in each main city/province, promote signature dish in each city, ensure hygiene, quality and cleanliness. Infrastructure needed and ensured price is reasonable. - Produce KH food guide with dishes, restaurants, and chefs. - Design culinary itinerary for rivers, waterways, and mountain regions. - Promote cooking classes in each region for the public to attend in each main city/province, - Design and promote cooking shows, rotate the cities in a calendar and harmonize with festivals or main events. With MOT, MOC and MAFF ensure to emphasize local products. - Attract. Invite world food organizations like Michelin, Le Chef, Escoffier, Gambero Rosso. Also invite international famous chefs and bloggers for the promotion of the KH cuisine. - Ensure there is a certifying body for quality ingredients, GAP (MAFF). - Design season products calendar. - Design and promote Food/Cuisine week, days and enroll restaurants in hotels to work with embassies and run competitions. Work with suppliers and produce a calendar. - Design promotes food tours with specific locations where products come from/are produced. Chefs create special dishes with local products like pumpkins, mango, banana etc.

	- Food festival with culture dishes. - Min of culture: set up a food corner at National Museum, royal food etc. - Health related nutrition, - Yearly Forum culinary gastronomy tourism day. - Sustainability of products distribution, cooking and consumption. - Design Social Media and website #KHFOOD - Create yearly national competition of new KH dishes like in Thai with Path Thai - National greetings slogan Soursday food campaign - Cross Exposure Chef internationally, visiting Asian countries and promoting KH food. - Keeping a global languages approach to promote gastronomy tourism. - Create Digital Culture and blogger.
3. Accommodation	Package Accommodation for the specific market: - Personalization - Understanding Guests Cultures - Guests Food Cultures Requirements - A trip lasting 7 days or more would need to make the guests feel like home on some part. Local Knowledge for accommodation team/staffs - Knowledge of our guests simple greeting language and cultures - Knowledge of local attractions - Knowledge of other region attractions - Able to connect to the guest to other tourism operators. - Display attractions destination on hotel websites - Have template ready for the accommodation team to able to adjust and send out to the guests. - Upselling training & communication skills Venue for Promoting and Marketing - Hotel Website - Strategies converting from OTAs - Working with local DMC - Exploring and connect with local corporate account - Work with LOCAL DMC to host a FAM tour for their DMC partner - Plan so these itineraries and plans are apart of AI generated results in the coming future - KOLs FAM TOUR
4. Connectivity	- One Stop shop (source of information) - Brand Ambassador – Well known (Int'l and Cambodian => joint profile) - Communication: 1/. MoT Roadshow involve private sector, 2/. Business Delegates business forums inbound/outbound 3/. Foreign Affair Ambassadors 4/. Embassy – bridge to own country KH Ambassador to promote externally. 5/. Coordination of chambers - 7 days Free Visa, Asean for walking visa - 30 days visa with multiple entry - 90 days visa with multiple - Forms: 1/. Reduction of handwriting forms 2/. Electronic - Investment & trade conference - Tour agent famtrip - Promote 1/. Business & Leisure stay at the same time. 2/. Business promotions 3/. Pitching

	=> CTF – Private Sector, Common goals, Marketing Targets.
6. Eco-tourism (Rural; agriculture, wildlife, mountain)	Moving Forwards - Create a clear definition of ecotourism in the Khmer language to ensure it is understood. - Create a national Cambodia Ecotourism brand to promote ecotourism in the Kingdom. - Ecotourism practitioners in Cambodia need to form a group or association Ensure this is organized by local private sector to ensure it is sustainable, not donors. - Need to promote and share 'best practice' examples of ecotourism in Cambodia. - Create guidelines or regulations to avoid 'greenwashing' in ecotourism. - Create a green seal of approval or leaf like Child safe did to fight sex tourism. - Plan an awareness and education campaign on waste and rubbish with schools and pagodas. - Ban single-use plastics, as in destinations like Bhutan and Rwanda, starting with PAs. - Promote sustainable packaging such as banana leaf, lotus pad or water hyacinth. - Promote a network of trails in Cambodia to promote hiking and trekking. - Develop an iconic 'Trans-Cardamom Trail' that can put Cambodia on the global map. - Promote the 'Missing Link' between Khnong Phsar/Krapeau and Stung Areng - Promote the sacred mountain of Phnom Kulen as a soft adventure ecotourism destination. - Promote other unique destinations like Mondulkiri, Koh Kong and the Mekong River - Create an Ecotourism website that sits under MoT, MoE and other tourism websites. - Create an annual award ceremony for ecotourism, including Green Hotels and Activities - Create a new Ecotourism Chapter within CTF dedicated to ecotourism operators. Final Thoughts - Remove the tourism visa fee, Vietnam now offers 45-day visa-free access. - Establish an independent DMO or Tourism Marketing Board to promote Cambodia. - Reduce landing fees at Cambodian airports to encourage airlines to launch routes. - Reopen regional airports to help with domestic and international connectivity.
7. Cultural & heritage tourism (museum)	Communication: - Communication platform (website) – Richest of PNH by activities (art, culinary, lifestyle...) - Big Tourism Fair abroad - Organize press trip for influencers. - Tourism office in each big cities specialized in the city and surroundings (PNH, REP, BBM,...) Activities: - Many heritage & cultures sites - increase river transportation (traditional board/ferry to visit) - Cultural pass (1 pass for all museum/cultural places) - Architecture tour French area, modern Khmer architecture. - Develop apps for visiting cultural places, maps.

	- Promote living arts, traditional shows (contemporary art – young generation) - Develop museum to promote cultural (APSARA) - Each city should have their own museum.
8. Long River/ cruise tourism, waterway	The Mekong as Cambodia's second main destination: - After Angkor, the most famous site in Cambodia is the Mekong. In many Westerners' minds, more than any other river, the Mekong inspires the feelings of nostalgia, romance, exotic landscapes, adventurous explorations, mystery... - All the ingredients are there to turn it into one of the world's major road trip destinations. - Such development would ideally be a trans-national project, involving Laos and Vietnam. In Phnom Penh - The huge water space where the Four Rivers join, and the uncovered riverbanks appearing nine month per year, can host initiatives differentiating experiences which neither Bangkok nor Ho Chi Minh City can. - On the riverbanks, temporary F&B outlets, art installations, that would be recreated every year, like a rebirth Buddhism process (or the Burning Man Festival in Nevada desert). - A floating tourism quarter with restaurants, bars, performance spaces, floating accommodations. - An annual floating contemporary art festival Special Tourism Initiatives (like SEZ for garment) To the Government to steer private investments towards most urgent priorities, create a set of fiscal incentives automatically granted to companies developing selected activities or geographic areas. Advertise well such opportunities, so developers would allocate their investments accordingly.
9. Luxury tourism	Specific action required from RGC side: - Luxury experiences expect priceless and curated experiences, unique values, localized un-explored service., short haul trip. - The experience with the website will constitute their first impression of the country. As such, it is absolutely necessary that the Ministry of Tourism update their website, make it easy to navigate, and provide clear helpful information to tourists, providing some inspiration. - Produce Movies/ video on luxury tourism, in English. - To Develop tourism platform to enhance and enable digital travelers/ digital traveling with the content of trip information. Specific action required from private sector: - To initiate Localized Un-Explored Services - Private sector to work together to curate experiences - Develop media plan, - Airline, hotel, DMC to work together and promote Luxury Hotel/ Resort, Golf and Spa, Gastronomy - Scratching the surface on what is possible to do in the Kingdom
11. Entertainment tourism (Casino, nightlife)	1/. Create and develop Phnom Penh as an entertainment pole for the region for weekend (40 min fly, bridge). - Bringing khmer and international artist - Unify marketing (riverside project) - Quality location promoting local brand and popular culture (like hip-hop) - Huge scale event such as festival (wonder fruit, full moon) - Video content mixing fundamental of Cambodia (people, culture, angkor,) but with fun adapted to young 2/. Night life adventure

	3/. Leisure for families: - Resort facilities - Recreation program to keep kids entertained - Adventure promotion (zipline, Kayak, sport, bikes.) - Invest on rising hygiene and quality of night market - Cambodian traditional food, craft and music/dance - Mekong river cruise (boat parties) - Development of beach clubs on seaside location - Scuba diving promotions and other activities - Quality shopping development
12. MICE tourism	- Extension of MICE 3-5 days, propose stay extension for MICE event to different destinations, for a longer stay. - Promote multi destination besides Angkor wat, like coastal area, ecotourism, wildlife etc... - Be unique as a tourism destination, every promotion campaign shall promote every aspect of Cambodian culture and national heritage. From beautiful landscapes, gardens, and architecture to literature, film, and music, RGC to consider produce all the promotion video, campaign in English, - Provision of Visa exemption, we can take the case of Thailand for example, their visa exemption rule allows tourists from 64 countries to enter Thailand without applying for visa. - To build an annual calendar alert of the upcoming cultural events, exhibition, sport events, marathon, tourism fair, to work with expert marketing team to make it more international level, more impactful, innovate new sport event at the seaside or elsewhere besides SR, which will boost sales revenues. - Design Oktoberfest of Asia - How do we do it? We need to target the top 5-10 countries, through social media, farm trip, press trip, international fair, select a more energetic and charismatic ambassador. - International Fair (commitment of stakeholder to attend)
14. 4S Tourism (Sea, Sun, Sand, Service)	EXQUISITE ESCAPADE A LAVISH 7-14 DAY SOJOURN IN THE CHARMS OF KEP AND KAMPOT Crane Bird Reserve Experience Immerse yourself in the serene beauty of the Crane Bird Reserve, home to exquisite avian species. National Park Discovery Embark on a journey through Kep's lush national park, uncovering its hidden trails and captivating flora. Sailing and Water Sports Adventure Sail the crystal-clear waters of Kep, engage in exhilarating water sports, and take courses to enhance your skills. Island Hopping and Snorkeling Excursion Explore nearby islands, hop from one to another, and plunge into the underwater world with unforgettable snorkeling experiences.
	Land Excursion Exploration Delve into the heart of Kep's landscapes with engaging land excursions that unveil its scenic beauty. Must-Try Seafood Gastronomy Indulge in the exquisite seafood offerings that Kep is renowned for, a true culinary delight.

	Kampot River Cruise Cruise along the serene Kampot River, taking in the picturesque surroundings and soothing atmosphere. Bokor Plateau Expedition Venture up to the Bokor Plateau, discovering its mystique and absorbing the panoramic vistas. Exploration of Kampot's Old Town Wander through the charming old town of Kampot, where history and culture intertwine. Visit to Durian Farms Embark on a fragrant journey to Kampot's durian farms, tasting this unique tropical fruit. Chasing Waterfalls Seek out the region's stunning waterfalls, immersing yourself in their natural splendor. Lake Escapes Visit tranquil lakes that provide a serene backdrop for relaxation and introspection. Pepper Farm Immersion Discover the renowned pepper farms of the region, learning about the cultivation of Kampot pepper. Mangrove Exploration Embark on a captivating mangrove exploration, connecting with the coastal ecosystems. Beach Bliss Bask in the sun on Kep and Kampot's beautiful beaches, a perfect blend of relaxation and adventure. Salt Field Discovery Witness the intricate process of salt production in the local salt fields. ACTIVITIES Zipline Thrills Experience an adrenaline rush as you glide through the treetops on thrilling ziplines. Water Sports Extravaganza Engage in an array of water sports, from kayaking to jet skiing, adding excitement to your journey. Trekking, Hiking, and Biking Adventures Embark on invigorating treks, hikes, and bike rides, exploring the natural beauty of the region. Nature & Culture
	NATURE & CULTURE TRAVEL Fishing Expeditions Set sail on luxurious boats for fishing trips, immersing in nature's bounty while enjoying comfort. Conservation Tourism Engagement Contribute to local conservation efforts while experiencing the area's unique ecosystems.

	Dolphin Spotting Excursion Join an unforgettable journey to spot dolphins in their natural habitat, a remarkable wildlife encounter. MARINE DEVELOPMENT Tax Exemption for Imported Boats Promote marine development by offering tax exemptions for imported boats, encouraging maritime activities. Water Sports Promotion Stimulate water sports by providing platforms for enthusiasts to enjoy various aquatic adventures. Marina Establishment Foster marine culture with the establishment of a marina, creating a hub for boating and maritime activities. Eco Sports Encouragement Support eco-friendly sports and adventures that showcase the region's natural beauty responsibly. NEEDS Coastal Connections: Where Land Meets Sea Explore the enchanting synergy of land and water at Coastal Connections. Discover pristine beaches, vibrant communities, and the allure of the ocean in one breathtaking destination. Phu Cock: Island Paradise Awaits Indulge in the ultimate island getaway at Phu Cock. With its serene beaches, crystal-clear waters, and a laid-back atmosphere, this hidden gem offers a rejuvenating escape from the ordinary. Marinas: Sail Freely into Luxury Set sail without bounds as Marinas welcome yachts with open arms. Enjoy seamless luxury and explore coastal wonders while your vessel finds its haven in these premier docking destinations. Immerse in Art: Festivals of Creativity Immerse yourself in a world of artistic expression at our vibrant festivals. From captivating exhibitions to interactive installations, embrace the magic of creativity that comes to life in every brushstroke and melody.
15. Investment/ business tourism	Invest on Facility: 1/. Incentive trips (MICE) 2/. Exhibition/Conference 3/. Traditional B2B (Meeting) A/. Available facility: - PNH: Koh Pich, Chroy Changva, Nagaworld, Premier Sen Sok - SIH: Sokha - KPS: Non (small) B/. Focus on Cambodian strengths. Public & private sector to work together on a calendar of (trade/expo) events focus on Cambodia strengths. - Coordinated schedule meeting (govt+private) => month by month - Infrastructure - Agriculture - Construction/real estate - Finance/Fintech/bank - Tourism green - Tech/start-up

	C/. Guidebooks Hotels/Mobility/Place to go 1/. Committee (private + government) 2/. Synchronize schedule (sector month) 3/. Recommended - Exhibition halls - Hotels – eco 4/. Protect business travelers. (hotel/transportation/act to do/not to do)
16. Sustainability tourism	Government & public sector: - Strict regulations => incentive - Infrastructures => needs, waste management, water waste electricity supply, recycling) - Co-ordinating initiation between stakeholders - Manage flow of tourists - Find funds. - Implement strong compliance (social) => NSSF, - More trash bins Private sector: - Summarize all sustainable initiatives. - Inviting international certifications (B. Corp. Green Key, ISO etc.) - Involve guest with the local communities - Promote the ideas of giving back - Link experiences with education - Energy efficiency - Contribution to wildlife/marine life - Finance climate action - Echo-chic accommodation - Support zero waste initiatives
17. Lifestyle event 18. Spa, Wellness and Health tourism	Wellness - Sport - Yoga - Massage/spa - Retreat medical Medicine = Modern vision - Premium dental care Lifestyle - Healthy food - Arts (dancing, art craft...) - Sport - Entertainment (Cycling, kiteboarding... etc)

7 DAYS OPTION PACKAGE IN CAMBODIA

By Region

7 Days in and Around Phnom Penh

- Day 1: Arrive PNH by flight. Boat cruise on Mekong River.
- Day 2: Visit Royal Palace and National Museum. Afternoon Cyclo ride around Wat Phnom and French Quarter (*colonial building*).
- Day 3: Bicycle ride on Silk Island.
- Day 4: S-21 and Killing Fields.
- Day 5: Day trip to former Royal Capital of Udong.
- Day 6: Behind the Scenes at Phnom Tamao with Wildlife Alliance and Phnom Chisor.
- Day 7: Departure from PNH by flight.

7 Days in Siem Reap and the Temples of Angkor

- Day 1: Arrive REP by flight. Sunset quad biking through ricefields.
- Day 2: Roluos group of temples and the Tonle Sap village of Kompong Pluk.
- Day 3: Cooking class in Siem Reap. Afternoon visit to Preah Khan Neak Poan, Ta Som and Grand Circuit temples.
- Day 4: Hidden Trails of Angkor by e-mountain bike including Ta Prohm and Angkor Thom. Angkor Zipline.
- Day 5: Hot air balloon ride over Banteay Samre. Visit the holy mountain of Phnom Kulen and Banteay Srei.
- Day 6: Angkor Wat sunrise and visit. Sunset at Boeng Pearsaing Bird Sanctuary.
- Day 7: Departure REP by flight.

7 Days in Kampot and Kep

- Day 1: Transfer to Kampot/Kep. Sunset boat cruise on the Kompong Bay River.
- Day 2: Visit Bokor National Park.
- Day 3: Kayaking the Green Cathedral and Nibi Spa.
- Day 4: Pepper-themed cooking class at La Plantation.
- Day 5: Visit Rabbit Island.
- Day 6: Visit Phnom Chhnork Temple and Wat Kirisan.
- Day 7: Transfer out of Kampot/Kep.

7 Days on the Southern Islands

- Day 1: Transfer to Sihanoukville for boat to islands.
- Day 2: Snorkeling around Koh Rong.
- Day 3: Kayaking the mangroves of Koh Rong.
- Day 4: Ocean fishing trip.
- Day 5: Travel by boat to Koh Rong Sanleom.
- Day 6: Day at leisure.
- Day 7: Transfer back to Sihanoukville and onward journey.

7 Days in Northeast Cambodia

- Day 1: Transfer PNH to Kratie via Kompong Cham. Afternoon dolphin spotting at Kampi.
- Day 2: Transfer Kratie to Mondulhiri and visit Bou Sraa waterfalls.
- Day 3: Visit Elephant Valley Project to 'walk with the herd'
- Day 4: Spot wild gibbons on a trek in Seima Protected Forest.
- Day 5: Transfer Sen Monorom to Ban Lung. Afternoon visit to Boeng Yeak Loam.
- Day 6: Visit Voen Sai and ethnic minority villages in Ratanakiri.
- Day 7: Transfer to Stung Treng for onward travel to PNH, REP or Southern Laos.

7 Days in the Cardamom Mountains

- Day 1: Transfer to Kirirom. Afternoon trek to Thmor Loy viewpoint.
- Day 2: Mountain biking and activities around Kirirom.
- Day 3: Travel to Chi Phat or Cardamom Tented Camp (CTC). Afternoon boat trip.

Day 4: Trekking or other activities around Chi Phat or CTC.
 Day 5: Continue to Tatai River. Afternoon trip to Tatai Waterfall.
 Day 6: Boat trip to Koh Kapi and Koh Kong Kral.
 Day 7: Onward journey to SHV, KMP, PNH or Thailand.

By Theme

7 Days on the Trail of the Khmer Empire in Cambodia

Day 1: PNH to Sambor Prei Kuk temples.
 Day 2: Kompong Thom to Preah Khan Kompong Svay.
 Day 3: Preah Khan Kompong Svay to Prasat Preah Vihear.
 Day 4: Prasat Preah Vihear to Koh Ker.
 Day 5: Koh Ker to Siem Reap via Beng Mealea.
 Day 6: Angkor Thom and Bayon. Ta Prohm and Small Circuit.
 Day 7: Angkor Wat sunrise and visit.

7 Days Wellness in Cambodia

Day 1: Arrive Siem Reap. Traditional herbal steam and sauna.
 Day 2: Yoga session at Sala Kdei. Afternoon spa journey.
 Day 3: Hidden Trails of Angkor by e-mountain bike.
 Day 4: Meditation at Angkor Wat. Fly to KOS and transfer to Kampot.
 Day 5: All day Nibi Spa on the Kampot River.
 Day 6: Beach yoga on Kep Beach. Trekking in Kep National Park.
 Day 7: Depart Kep/Kampot for onward journey.

7 Days of Culinary Experiences in Cambodia

Day 1: Arrive PNH. Dinner at XXXX.
 Day 2: Phnom Penh Street Food Safari. Phnom Penh Dinearound.
 Day 3: Cooking class with leading chef. Transfer to Siem Reap.
 Day 4: Siem Reap Food Tour.
 Day 5: Cooking class with leading chef. Siem Reap Dinearound.
 Day 6: Angkor Thom and Angkor Wat. Dinner at XXXX.
 Day 7: Angkor Wat sunrise and visit.

7 Days of Golf Discovery in Cambodia

Day 1: Arrive Phnom Penh. Welcome dinner at XXXX.
 Day 2: Play the Vattanac Golf Course.
 Day 3: Play the Garden City Golf Course.
 Day 4: Fly to Siem Reap. Welcome dinner at XXXX.
 Day 5: Play the Angkor Golf Resort (Faldo).
 Day 6: Play the Phokheethra Golf Club.
 Day 7: Visit Angkor Wat for sunrise.

7 Days Luxury Tour in Cambodia

Day 1: Transfer from SIH airport to Shinta Mani Wild. Welcome dinner at XXXX.
 Day 2-4: Experience ultimate luxury and adventure in the wilderness with this all-inclusive experience and adrenaline-filled 400m zip line arrival over the forest canopy, a river, and waterfalls; the most breathtaking jungle and nature experience in southeast Asia, created to protect the forest and wildlife.
 Day 5: Drive back to SIH, and embark to Six Senses Krabey Island
 Day 6: Embrace nature and reconnect during your exquisite private island experience with local and wellness experiences.
 Day 7: Departure from SIH

MISSION CONCLUSION

- 1/. Creation of PPP Tourism Board in charge of Marketing for the sector
- 2/. Set WGD B meeting dates by quarter ahead of time to address all government related issues.
- 3/. Tourism will be the priority sector for the GPSF meeting with PM in November. We need to meet PSWGB meeting quickly to prepare a meeting with new minister it's urgent.

NAME LIST OF THE PARTICIPATION

Annex 1 attached.

PHOTOS





Co- Organized by:

Sponsored by:

